

## Patent Claims

- 5        1. A print product comprising a substrate, a layer of an offset printing ink applied imagewise, a primer layer, and a top layer of a UV-curable overprint varnish, wherein the primer layer comprises platelet-shaped particles.
- 10      2. A print product according to claim 1, wherein the particles are colorless or are non-hiding after drying.
- 15      3. A print product according to claim 1, wherein the length or width of the particles is 1 to 1000 µm and the thickness is 0.05 to 10 µm.
- 20      4. A print product according to claim 1, wherein the particles comprise kaolin, natural or synthetic mica, talc, titanium dioxide, aluminum oxide, glass or wax.
- 25      5. A print product according to claim 1, wherein the platelet-shaped particles are effect pigments.
- 30      6. A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on a silicate material or are  $\text{Fe}_2\text{O}_3$  platelets or  $\text{Al}_2\text{O}_3$  platelets with one or more coatings of one or more metal oxides.
- 35      7. A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on natural or synthetic mica, talc, sericite, or kaolin,  $\text{SiO}_2$  platelets, glass platelets,  $\text{Fe}_2\text{O}_3$  platelets or  $\text{Al}_2\text{O}_3$  platelets with one or more coatings of rare-earth metal sulfides, or with one or more colored or colorless metal oxides selected from the group consisting of titanium dioxide, titanium suboxide, titanium

oxynitride, pseudobrookite,  $\text{Fe}_2\text{O}_3$ ,  $\text{Fe}_3\text{O}_4$ ,  $\text{SnO}_2$ ,  $\text{Cr}_2\text{O}_3$ ,  $\text{ZnO}$ ,  $\text{CuO}$ , and  $\text{NiO}$ , and a mixture thereof.

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8. A print product according to claim 1, wherein the varnish layer comprises platelet-shaped particles.
9. A print product according to claim 1, wherein the primer layer comprises pearlescent pigments based on mica, and the varnish layer comprises particles which are colorless or non-hiding after drying.
10. A print product according to claim 1, wherein the offset ink, the primer layer and the varnish layer comprises effect pigments.
15. A print product according to claim 1, wherein the primer layer is chemically curable and comprises at least one crosslinking agent.
20. A print product according to claim 1, wherein the primer layer is a water based primer layer.
25. A print product according to claim 1, wherein the varnish layer comprises platelet-shaped particles that are larger than the particles in the primer layer.
30. A process for preparing a print product that is according to claim 1, comprising printing the substrate in-line by offset printing, then coating the support with the primer and then with the varnish.
16. A process according to claim 15, wherein the primer layer is a water-based primer layer.

- 5        17. A process according to claim 15, wherein the primer comprises  
platelet-shaped pigments or effect pigments which are transparent or  
non-hiding after drying.
- 10      18. A process according to claim 15, wherein the offset printing ink, the  
primer and/or the UV varnish comprises effect pigments.
- 15      19. A food or cosmetic product packaging comprising a print product  
according to claim 1.
- 20      20. A folding box comprising a print product according to claim 1.

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